

## **ABSTRACT**

Systems and techniques are provided for controlling and managing digital assets. These systems and techniques are particularly useful when digital assets are transmitted electronically using, for example, the Internet, as these techniques serve to make the Internet secure for 5 communication and control of digital assets. In addition, they permit dynamic control and management of digital assets, regardless of where the assets reside. Use of these systems and techniques promises to enable new, Internet-based distribution models, and to provide superior insight with respect to the use and status of digital assets. Particular implementations of the systems and techniques permit features such as lifetime control of digital content, multi-level 10 control of digital content (including session encryption, asset encryption, and remote management), and try-before-you buy marketing approaches. They also support functions such as digital rights transfer, tracking, segmentation, archiving, and improved handling of upgrades and updates.

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